

**STRENGTHENING SOCIAL ACCEPTANCE
OF FAMILY PLANNING IN THE PHILIPPINES:
A COMMUNICATION AND ADVOCACY PROJECT
USAID Contract No. 492-C-00-02-00019-00
PROGRESS REPORT: January to March 2005**

I. SUMMARY OF ACCOMPLISHMENTS

A. PROJECT MANAGEMENT

1. Quarterly Benchmarks Approved by USAID
2. Workplanning for the Option Year conducted
3. New staff hired

B. BEHAVIOR CHANGE COMMUNICATION COMPONENT

1. Advertising Messages Intensified Via Family Planning Hotline advertising
 - 1.1. Radio announcer-on-board plugs and tabloid advertising launched to promote Family Planning Hotline
 - 1.2. Billboards promoting Family Planning and Family Planning Hotline set up in two high traffic locations in Metro Manila
2. Media and technology to transmit correct FP information to target audiences and the public implemented
 - 2.1. FP Hotline monitored for numbers of questions and questions senders
 - 2.2. Hotline call respondents retrained as recommended by Yuchengco Study on FamPlan Hotline
 - 2.3. Number of stations with radio champions reporting on FP expanded from present ABS-CBN and MBC to GMA
 - 2.4. Distance education on the air for government midwives (segment on *Tambalan sa Kalusugan*) monitored
 - 2.5. Love Notes call-in program in Manila monitored for increase in the number of questions and air time devoted to the FP portion
 - 2.6. Soap opera and radio call-in program in Cebu monitored
 - 2.7. Daily FP messages in radio news program on DZMM aired
3. Printed Materials to deliver correct FP information to present and potential users of FP, champions and health providers distributed to intended users
 - 3.1. IEC materials printed and distributed
4. Quick response mechanism to counteract negative messages on modern methods activated
 - 4.1. Dr. Sigurado launched in major tabloid in Manila and Cebu
 - 4.2. Monthly publicity campaign conducted
5. Adequate media support achieved for FP messages and advocacy activities
 - 5.1. Media Monitoring
 - 5.2. Efforts to enlist entertainment media to promote FP continued
6. ARMM *Fatwa* dissemination activities implemented

- 6.1. ARMM radio campaign developed with the assistance of radio station managers in Sulu, Zamboanga, Tawi-Tawi, Cotabato City and Marawi City

C. OUTREACH COMPONENT

1. Local FP promotion and motivation activities in TSAP-FP sites including linkages with service delivery supported and monitored through small grants
 - 1.1. National Capital Region
 - 1.1.1. NCR Alliance of Satisfied FP Users and FP Acceptors
 - 1.1.2. Women's Health Care Foundation
 - 1.1.3. KATINIG
 - 1.1.4. MAKATAO Foundation
 - 1.2. Metro Cebu
 - 1.2.1. Cebu City United Vendors Association (CCUVA)
 - 1.2.2. Metro Cebu Community-based Advocacy Network (CAN)
 - 1.2.3. Sociology and Anthropology Research Group of the University of San Carlos (USC)
 - 1.2.4. NAGPAKABANA Foundation, Inc.
 - 1.2.5. Venue for Initiative and Genuine Development Foundation, Inc. (VINE)
 - 1.2.6. PBSP Visayas Olango Project
 - 1.3. Samar/Leyte
 - 1.3.1. Coalition of FP/RH Advocates in Region VIII (COFPRHA 8)
 - 1.3.2. Leyte State University (LSU)
 - 1.3.3. Workers in the Informal Sector (WISER) in Region VIII
 - 1.3.4. Leyte Family Development Organization (LEFADO)
 - 1.4. Davao City
 - 1.4.1. METSA Foundation, Inc.
 - 1.4.2. Kaugmaon Center for Children's Concerns Foundation, Inc.
 - 1.4.3. RH Network Davao
 - 1.5. Negros Oriental
 - 1.6. Pampanga
 - 1.7. Bicol
 - 1.8. Bulacan
2. Technical assistance to FP promotion and information campaigns of sectoral partners provided
 - 2.1. Male groups
 - 2.1.1. National Confederation of Tricycle Operators and Drivers Association in the Philippines (NACTODAP)
 - 2.1.2. Armed Forces of the Philippines (AFP)
 - 2.1.2.a. Writeshop for DND AFP Circular
 - 2.1.2.b. Briefing by the Office of Legal Affairs (OLA), Department of National Defense
 - 2.2. Organized Labor
 - 2.3. Faith-based
 - 2.4. Community health workers

2.5. Socio-civic organizations

3. Capacity building inputs to new and existing FP champions provided
 - 3.1. FP Champion's Tool Kits and "Gaining Ground" newsletter produced
 - 3.2. *Usapang FP* (FP Forum) conducted
 - 3.3. Local observation study tour (OST) plan developed
 - 3.4. International OST planned
4. Training of trainers on the *fatwa* on FP conducted
5. Community-level dissemination of *fatwa* on FP in ARMM areas intensified (ARMM grantees)
 - 5.1. Society for Family Development and Education of the Philippines (SOFDEPI)
 - 5.2. Panginam O Masa Incorporated-Muslim Christian Agency for Rural Development (POM-MUCARD)
 - 5.3. Tarbilang Foundation

D. HEALTH PROVIDER COMPONENT

1. Curricular review for Midwifery, Nursing and Medicine completed
2. A total of 226 Health Providers trained on Evidence Based Counseling and provided copies of the CAT Kits
3. NCR-DOLE's cascading FP trainings for health providers in industries lined up
4. Nine new CATs finalized and formatted
5. Twelve new CATs submitted for USAID approval
6. Two issues of EBM Newsletter for USAID approval prepared
7. Research agency selected to conduct post-EBC training assessment
8. Research agency selected to conduct post KABP survey
9. Reprinting of additional CAT Kits in progress
10. Department of Health Administrative Order forming the TWG to revise FP Clinical Standards Manual issued and TWG meetings conducted

II. DETAILED REPORT

A. PROJECT MANAGEMENT

1. Approval of Benchmarks for January to March 2005

The Benchmarks for the first quarter (*Annex 1*) were approved by USAID on February 28, 2005.

2. Conduct of Workplanning Activity for the Option Year

On March 7-9, 2005, TSAP-FP held a three-day work planning activity for the option year. The objectives of the activity were: (1) To identify option year activities for ARMM and TSAP components including areas of convergence and the corresponding budget; and (2) To identify possible areas of collaboration with relevant CAs like LEAD and PRISM.

The resulting workplan details the strategies of the components in pursuing Project goals for the option year. The workplan (*Annex 2*) was submitted to USAID on March 31, 2005.

3. New staff hired

Three new staff joined TSAP – FP during the first quarter of 2005. Marissa Walo was hired as Project Assistant effective March 1, 2005 vice Ms. Cristina Maningas who migrated to Canada. Ms. Delia Aguilar was hired on a temporary basis to back stop the finance and procurement section, replacing Ms. Walo who used to be assigned there. The Outreach Component also hired the services of Ms. Tanya Hisanan as Consultant to assist the team on various technical tasks. Both Ms. Aguilar and Ms. Hisanan joined the project on March 15, 2005.

B. BEHAVIOR CHANGE COMMUNICATION COMPONENT

1. Advertising messages intensified via Family Planning Hotline advertising

1.1. RADIO ANNOUNCER-ON-BOARD PLUGS AND TABLOID ADVERTISING LAUNCHED TO PROMOTE FAMILY PLANNING HOTLINE

TSAP-FP issued a task order to Campaigns & Grey to implement announcer-on-board plugs and tabloid advertising to promote the Family Planning Hotline. After materials have been developed, a meeting was held with Dr. Manuel Dayrit, Secretary of Health, Dr. Myrna Cabotaje and Center for Health Promotion Director Angelina Sebial to review the materials. Dr. Dayrit suggested that the tabloid advertising be softened as the original materials were too stark in color and typography. The redesigned materials will be presented again to DOH for approval.

1.2. BILLBOARDS PROMOTING FAMILY PLANNING AND FAMILY PLANNING HOTLINE SET UP IN TWO HIGH TRAFFIC LOCATIONS IN METRO MANILA

In January, negotiations were initiated with a radio and television celebrity couple (news anchor Julius Babao and his wife, early morning TV and radio host Tin-Tin Bersola) for them to be celebrity endorsers of family planning in a billboard campaign.

They were deemed an ideal couple to become role models and endorsers of birth spacing through modern methods of family planning because of their impeccable private lives and their immense popularity both individually and as a married couple. The couple has also publicly endorsed family planning in their programs and in fact had publicly stated that they plan to space their children. The fact that they were expecting their first baby (at the time of the negotiations) also meant that the message of birth spacing was timely.

As FP endorsers, the couple was to appear on billboards promoting the use of modern methods as well as the FP hotline numbers. They were to be placed in two strategic sites in Metro Manila.

In February, TSAP-FP was informed that permission had to be sought from the broadcast network ABS-CBN for the couple to appear in the billboards. A letter addressed to ABS-CBN President Cito Alejandro was sent by TSAP-FP for this purpose. However, the network did not grant permission for the couple to publicly endorse FP. TSAP-FP feels that ABS-CBN withheld approval because of possible backlash from advertisers particularly with the controversy surrounding FP elicited by the *Ligtas Buntis* (Safe Pregnancy) Campaign of the DOH and the pending House Bill on population management and responsible parenthood which have been opposed by pro-life groups.

The advertising agency has been tasked with preparing a new set of materials focusing on birth spacing using themes from the television ads aired last year.

2. Media and technology to transmit correct FP information to target audiences and the public implemented

2.1. FP HOTLINE MONITORED FOR NUMBER OF QUESTIONS AND QUESTION SENDERS

Much of the gains in the number of texts and calls registered in the last quarter of 2004 were maintained, even as the television advertising campaign of the Department of Health promoting the Hotline ceased airing in the first quarter of 2005.

The average monthly number of texts calls in the first quarter of 2005 was 2,211 compared to 2,250 in the last quarter of 2004.

	January	February	March	Jan-Mar 2005 Average
Text Questions	2,403	2,143	1,593	2,046
Calls Received	186	177	133	165

Majority of the questions continued to be on family planning. There was a significant increase in the number of referrals.

Types of Questions	January	February	March
	%	%	%
Family Planning	71	55	52
Sexuality	4	7	4
Medical issues	4	5	5
Pregnancy and related issues	5	7	6
Reproductive Anatomy	4	6	6
Maternal and child health	3	3	2
HIV/AIDS.STI	1	1	1
Referrals	1	3	7
Others	7	15	18
Total	100	100	100

Two-thirds of the questions on family planning were on modern methods, of which the pill had the most number of queries at 33%. One fourth of questions were on the traditional methods of withdrawal and rhythm, while 8% of the questions were on natural family planning.

The retraining of the call respondents (discussed in a subsequent chapter of this report) included a discussion on how to improve the level of referrals. The March data showed that there was an increase in the number of referrals to specific clinics which were close to the callers/texters' location. In March, 129 were referred to health providers, majority of which were clinics affiliated with Well Family, FriendlyCare and Family Planning Organization of the Philippines.

Women continued to send the majority of calls and texts to the Hotline with 74% of the questions in January, 80% in February and 75% in March.

Majority of the calls came from the age group 21 to 30 years old, the prime target of the TSAP-FP communication campaign. The data is presented in the table below.

Age Group	January	February	March
	%	%	%
15 to 20 years old	6	5	5
21 to 30 years old	71	71	71
31 to 40 years old	16	19	19
41 years and above	4	2	5

(Note: Total does not add to 100% due to some callers not wishing to state their ages.

In this quarter, the FamPlan Hotline started asking for and tabulating the location of those who sent in text questions. The data shows that most of those who sent in text questions were from the provincial areas, specifically Central and Southern Luzon. However, there were also questions from the Visayas and Mindanao.

Television was the most often cited source of the FamPlan Hotline number, specifically GMA which aired the Department of Health advertising in November and December, 2004. However, in February and March, a significant number of calls cited Rated K, a top ABS-CBN TV show, as the source of the Hotline number. This may be due to the fact that the show featured vasectomy and showed the Family Planning Hotline ad of the DOH.

DZMM was cited by more than 10% of the callers as the source of the Hotline number. However, DZMM, specifically the *Para sa Inyong Kaalaman* (For Your Information) segment in the top-rating news program *Radyo Patrol Balita* (Radio Patrol News) of Angelo Palmones ceased broadcasting the FamPlan Hotline number in March as a result of pressure from management. According to Mr. Palmones, ABS-CBN management stated that since the FamPlan Hotline was merely endorsed by the DOH but was not actually funded by Government, the airing of the Hotline number represented free advertising which was not allowed.

2.2. HOTLINE CALL RESPONDENTS RETRAINED AS RECOMMENDED BY YUCHENGCO STUDY ON FAMPLAN HOTLINE

The refresher training of the Family Planning Hotline staff took place on March 14 and 15, 2005 at the Bayview Park Hotel. Liz Thomas of AED Washington co-facilitated the training along with Yasmin Pimentel, the Hotline Supervisor, and Dr. Ruth Gamaro, Medical Associate of TSAP. Those in attendance included the three full-time hotline counselors (although one of them was on maternity leave and could only be present the first day), Felix Bautista (TSAP Communications Advisor) and Dr. Sescon (for the second day only).

The training was designed to respond to the following findings identified by Dr. Trinidad Osteria's study which was commissioned by TSAP-FP to assess the operations of the hotline:

- Call respondents felt that they needed more information about oral contraceptive pills, since most of the questions were on this topic.
- Counselor responses to family planning questions were not always consistent, especially regarding issues such as the fertility cycle and the "safe period" for having sex. Their answers to other questions were also not consistent.
- Counselors were unsure how to handle questions on sexuality. When the hotline was first launched, a significant percentage of the calls were related to sex, due to the fact that the leading English national newspaper—The Philippine Daily Inquirer—had printed an article which was titled: *Got any question on sex? Call DOH hotline*. The percentage of sex questions has steadily decreased over time, but counselors were still unsure how to respond to them.
- The Yuchengco Report suggested that the call respondents needed to do a better job of creating a comfortable and welcoming atmosphere through texting.
- Call respondents said that they frequently referred callers to health providers, but a review of the statistics revealed that only a small percentage were "true" referrals,

whereby actual contact information for the provider was given to the caller. In the majority of cases, the call respondents simply told the callers to consult a health provider, without referring them to a specific one, as per protocol. Call respondents also found that several of the numbers in their referral database were not functioning, especially those in the provinces. They also expressed a need for additional providers in the referral database, since it currently only contains DOH clinics/hospitals, Friendly Care Clinics and Well Family Clinics.

- Call respondents were unsure how to handle calls from Department of Health employees in the provinces who were reporting ruptures in their stock of family planning commodities or filing other complaints.

In response to these issues, the refresher training covered the following topics:

- Summary of the findings and recommendations of the hotline assessment report
- Review of the fertility cycle
- Review of all modern family planning methods, with special emphasis on pills.
- How to handle difficult/controversial questions
- Analysis of selected responses that had been rated poorly by Dr. Osteria and discussion of how they could be improved
- How to create a comfortable atmosphere through texting
- How to improve referrals
- Practice calls (both texting and phone)

A significant output of the training was the creation of a new set of standard responses for certain problematic questions, such as those regarding safe days and sexual questions. The call respondents also developed a standard probing question about the callers' locations in order to increase the percentage of their referrals.

2.3. NUMBER OF STATIONS WITH RADIO CHAMPIONS REPORTING ON FP EXPANDED FROM PRESENT ABS-CBN AND MBC TO GMA

Susan Enriquez, a popular reporter and public affairs host of the top rating TV station GMA Network, agreed to join the ranks of family planning media champions. Enriquez will be one of the participants to the Observation Study Tour (OST) in Mexico organized by TSAP-FP for its partners and champions on April 2 – 12, 2005. Delegates will visit family planning agencies—government and non-government—as well as media institutions in Mexico.

Korina Sanchez, who started airing commentary on family planning in April of 2004, devoted 35 minutes of one episode of her radio morning show *Tambalan Failon at Sanchez* (Failon and Sanchez Partnership) over top-rating radio station DZMM to discussions on family planning in March, generating free media values amounting to **Php1,101,680.07 (US\$20,214.31)**.

2.4. DISTANCE EDUCATION ON THE AIR FOR GOVERNMENT MIDWIVES (SEGMENT ON TAMBALAN SA KALUSUGAN) MONITORED

In this quarter, three new stories dramatizing different clinical scenarios on contraceptive use were featured in the ten-minute segment sponsored by TSAP-FP within the “*Tambalan sa Kalusugan*” (Partnership for Health) radio program. This program, intended for government midwives, is aired weekly every Saturday, 11AM to 12 Noon over RMN News Manila 558 AM Band. It is hosted by Cecil Banca-Santos, President of the Philippine League of Government Midwives, Inc. (PLGMI) and celebrity doctor-singer Nonoy Zuñiga.

The stories in this quarter, adapted from clinical scenarios in the manual on Evidence-Based Medicine (EBM) on Family Planning, sought to clarify rumors and misconceptions regarding the pill and tubal ligation.

TSAP-FP’s segment in “*Tambalan sa Kalusugan*” is now in its sixth month. As agreed, the segment will run for 12 months.

Annex 3 contains the storylines for the first quarter of 2005.

2.5. LOVE NOTES CALL-IN PROGRAMS IN MANILA MONITORED FOR INCREASES IN THE NUMBER OF QUESTIONS AND AIR TIME DEVOTED TO THE FP PORTION

In the first quarter, the on-air nurse-counselor, Cynthia Herce, tackled the following topics in her five-minute spiel before the actual fielding of questions within the weekly radio program LoveLines over DZMM, the top rating AM station in the country:

- January 8: Reproductive Health
- January 15: Reproductive Health Bill
- January 22: Male Reproductive Health
- February 5: Contraceptive Self Reliance
- February 12: Sen. Juan Flavies’s Book: Family Planning Made Easy
- February 19: Injectable Contraceptive
- February 26: EVRA Transdermal Patch
- March 05: Ligtas Buntis
- March 12: Responsible Parenthood
- March 19: Barriers to Contraceptive Use in the Philippines

The number of calls and texts received in the program has maintained its average of 200 questions per program taking up 90 minutes of the two hour program. The FP counseling segment was originally slated to last 30 minutes but with the tremendous response, the time allotted to the segment was tripled. This following table shows the media values generated by this program.

January	300 mins	4,629,600.00
February	240 mins	3,703,680.00
March	240 mins	3,703,680.00
		<hr/>
		Php12,036,960.00
		(\$220,861.65)

2.6. SOAP OPERA AND RADIO CALL-IN PROGRAM IN CEBU MONITORED

On March 7, 2005, with funding and technical support from TSAP-FP, DYHP, the top-rating radio station in Cebu Province, started airing a combination soap opera promoting favorable attitudes to family planning and an interactive call-in family planning counseling session. This program is called “*Magpakabana ka*” (*Be Aware*). It will run for a total of 13 weeks.

DYHP, with a transmitter power of 20 kilowatts, has a daytime rating of 5.2 percent versus 3.3% for its closest competitor. With this rating, it reaches a total of **132,600** male & female listeners in its coverage area of Cebu Province, the western parts of Leyte and Samar, and the northern parts of Mindanao.

During the first month of airing, the program focused on the themes of male involvement, spousal communication, FP common myths and misconceptions and the value of small family size (*Annex 4*).

The concept calls for DYHP to air 25-minute soap operas from Mondays to Thursdays. Fridays are devoted to an interactive program where a family planning counselor will answer phone-in and text message questions on family planning. In the first three weeks of broadcast, the program received an average of **20** calls.

2.7. DAILY FP MESSAGES IN RADIO NEWS PROGRAM ON DZMM AIRED

These daily FP messages over DZMM during the *Radyo Patrol Balita* (Radio Patrol News) portion hosted by Angelo Palmones continued to be aired. This 7:00 AM daily newscast has maintained its status as the top rating radio news program at its time slot. This activity generated **Php 2,193,425.67 (US\$40,246.34) in free broadcast values** for the project in the first quarter of 2005.

3. Printed materials to deliver correct FP information to present and potential users of FP, champions and health providers distributed to intended users

3.1. IEC MATERIALS PRINTED AND DISTRIBUTED

Desk Chart

One new reference desk chart on family planning was added to TSAP-FP's growing list of IEC materials. The desk chart called "*Modern Methods of Family Planning Instant Reference Guide*" (Annex 5) is intended for distribution to service providers in health centers nationwide.

Cebuano version of FP Flipchart

Copies of the Cebuano version of the flipchart, "*Family Planning for a Healthy Family*," were reprinted during the quarter – 600 copies of which were requested by DOH for distribution in their *Ligtas Buntis* (Safe Pregnancy) door-to-door information campaign. A total of 100,000 copies of the omnibus family planning brochure containing a brief description of all the methods were likewise printed on request of DOH also for distribution in their *Ligtas Buntis* Campaign.

Flipcharts for DOH

Arrangements were made with the LEAD for Health Project to share the cost of printing of 3,500 copies of the Tagalog version for distribution during the *Ligtas Buntis* campaign. As per mutual agreement, after TSAP-FP worked on the bidding process to select the printer, a letter was sent to the LEAD Project to process procurement of the 2,400 copies they agreed to fund. Follow-up calls were also made. As of March 31, 2005, there has been no action on the part of the LEAD Project.

ARMM FP Flipchart

The artwork for the ARMM version of the flipchart is currently being finalized.

"Truth about" series

On request of partners, 10,000 copies each of the Truth series (Tagalog version) were printed during the quarter.

Requests for IEC Materials

Requests for TSAP-FP materials continue to be received from LGUs, GOs and NGOs nationwide. The project is responding to these requests but is constrained by limited funding. It is recommended that the LEAD Project address the IEC needs of the LGUs as TSAP-FP funds are limited and have already been prioritized for its project areas.

4. Quick response mechanism to counteract negative messages on modern methods activated

4.1. DR. SIGURADO LAUNCHED IN MAJOR TABLOID IN MANILA AND CEBU

This activity has been put on hold pending endorsement from DOH after the project concept was presented to Secretary Dayrit last March 1, 2005. Letter proposals have already been sent to popular tabloids *Inquirer Libre*, *Bulgar* and *SunStar Superbalita* in Cebu in December last year.

4.2. MONTHLY PUBLICITY CAMPAIGN CONDUCTED

FP Quick Response Workshop

Because of the launch of the DOH *Ligtas Buntis* (Safe Pregnancy) Campaign and the pending bill on reproductive health and responsible parenthood (HB 3773), an increase in the number of articles against certain modern methods of FP and population management was seen.

Since many of these articles have cited arguments that are contrary to the evidence on family planning, there has been a need to correct them through partners and other supporters of FP. One way by which these partners can be enlisted was through the Quick Response Workshop.

Fifteen members of COFPRHA 8, a multi-sectoral network of FP influentials assisted by TSAP-FP, attended the FP Quick Response Workshop conducted on March 29-30 at the Ormoc Villa Hotel in Ormoc City. This workshop aimed to provide participants with adequate knowledge on evidence-based family planning information and skills to communicate this to the different publics.

TSAP-FP guided participants through a process that helped them develop a Quick Response Plan addressing various situations (event, issue, crisis). The process started with an analysis of major health and family planning issues in Region 8 that needed to be addressed promptly. Resource Persons then helped participants to assess the profile of media groups in Tacloban, the latest evidence on the different family planning methods showing their mechanisms of action, and various techniques in handling media interviews.

On the second day of the workshop, participants were assisted in preparing a stakeholders' analysis in their respective localities. Based on this and the situational analysis developed earlier, the participants developed four key messages to be disseminated to various publics in Region 8. These messages are:

1. Birth spacing promotes health of mother and child.
2. FP promotes planned pregnancies; Planned pregnancies prevent abortion.
3. Couples have the right to comprehensive family planning information and services and to decide on desired family size and spacing of children.
4. Modern family planning methods are safe and effective and do not cause abortion.

In the workshop evaluation, participants were unanimous in saying that the workshop met its objectives. They found all the sessions very helpful, particularly the sessions on message development and media training. Some of the participants said that they would want a session on Speakers' Bureau training and actual videos of the simulated press conference so they could actually see themselves performing.

All the participants also said that they would recommend this workshop to other FP champions and professionals.

5. Adequate media support achieved for FP messages and advocacy activities

5.1. MEDIA MONITORING

For the period, Ketchum/Corporate Image Dimensions, the public relations contractor of TSAP-FP, provided media and other support to various activities of TSAP-FP, in the process strengthening relations with the media.

For the period covering January 01 to March 31, 2005, CID picked up **980** FP-related stories. Of these articles, **309** were positive stories to include 11 TSAP-FP-influenced articles, **103** negative, **138** neutral and **430** references. The TSAP-FP-generated articles provided free media values amounting to **Php 1,059,743.83 (US 19,444.84)**.

The ratio of favorable vs. negative stories fell from 6.78 positive to every 1 negative story in the last quarter of 2004 to 3:1 during the first quarter of 2005. This was brought about by the lively debate on HB 3773 (Reproductive Health and Responsible Parenthood Act of 2005) and the *Ligtas Buntis* Campaign of the Department of Health, which obtained nationwide media coverage.

Despite the media campaign mounted against HB 3773 and the *Ligtas Buntis* Campaign, the level of negative articles have been consistently lower than positive articles. This only reflects the increasing number of family planning spokespersons and supporters who continue to speak up for informed choice on FP and undertake FP related activities and initiatives in their respective areas which were picked up by the media.

Of the 980 articles monitored, **442** (or 45%) fell under the category of Family Planning, **32** (or 3%) on Adolescent Reproductive Health, **261** (or 27%) under Population and Development Issues, and the remaining **245** (or 25%) were on HIV/AIDS, VAW, etc.

Annex 6 contains the first quarter report of the Corporate Image Dimension (CID).

5.2. EFFORTS TO ENLIST ENTERTAINMENT MEDIA TO PROMOTE FP CONTINUED

There has been no development in this activity.

6. ARMM *FATWA* DISSEMINATION ACTIVITIES IMPLEMENTED

6.1. ARMM RADIO CAMPAIGN DEVELOPED WITH THE ASSISTANCE OF RADIO STATION MANAGERS IN SULU, ZAMBOANGA, TAWI-TAWI, COTABATO CITY AND MARAWI CITY

TSAP-FP organized a workshop from February 15 to 18, 2005, to develop a radio campaign to disseminate the *fatwa* in the Autonomous Region in Muslim Mindanao (ARMM). The workshop was attended by staff of POPCOM Region IX and seven radio broadcasters, including two station managers of top-rating radio stations in ARMM. The broadcasters were from DXGD and Radyo ng Bayan in Tawi-Tawi, DXMS in Cotabato City, DXMM-AM in Sulu, and RMN in Zamboanga. The four-day activity was held in Zamboanga City.

With inputs on the *fatwa* and the results of the 2004 qualitative research on Muslim beliefs and practices on FP, the workshop participants developed and produced three radio ads in the major dialects in ARMM, namely Sama, Yakan, and Tausug. A radio ad was also developed for Marawi City, but this was done in Tagalog.

Production of the radio ads went through a strategic planning process from determining the target audience and message development to pretesting. The radio ads all carried a uniform message as agreed by workshop participants, i.e., “Family planning is birth spacing and is acceptable in Islam as cited in the *fatwa*.” Intended audiences were: (primary) married men and women of reproductive age, 13-25 years old, and (secondary) the Muslim religious leaders.



The workshop participants recording the radio spots.

The radio ads were recorded in Sama, Tausug, Yakan and Tagalog at the RMN recording studio in Zamboanga City. They were pretested among a group of Sama, Tausug and Yakan-speaking women of reproductive age the following day. The Tagalog version was also pretested among Maranao women. POPCOM Region IX staff facilitated the pretest. Based on results of the pretest, the ads were revised and re-recorded at the RMN Studio. Arrangements have been made to have the Tagalog version translated and recorded in Maranao and Maguindanao and pretested among the target groups in Marawi and Cotabato City. The ads will be aired in all the radio stations based in ARMM after USAID approval.

C. OUTREACH COMPONENT

In 2004, the Outreach Component focused on strengthening capacities of local partners in FP promotion, community mobilization and alliance building. The first quarter of 2005 witnessed the cascade of such trainings in TSAP-FP sites as well as the mounting of local FP promotion and motivation activities in target communities. Details are as follows:

1. Local FP promotion and motivation activities in TSAP-FP sites including linkages with service delivery supported and monitored thru small grants

During the quarter, the major partners in TSAP-FP sites implemented various community level FP promotion and community mobilization activities through the small grants awarded by TSAP-FP. These were launched in collaboration with local population and health offices.

1.1. NATIONAL CAPITAL REGION (NCR)

1.1.1. NCR Alliance of Satisfied FP Users and FP Acceptors

The newly-formed **NCR Alliance of Satisfied FP Users and FP Acceptors (SUACs)** geared itself towards more aggressive FP promotion in Metro Manila. With TA from TSAP-FP and POPCOM NCR, 12 clubs of satisfied FP users and FP acceptors were formed in seven cities in NCR. POPCOM-NCR's Alliance of Population Workers and Community Volunteers facilitated the SUACs linkages with barangay officials and with FP service providers and in the identification of satisfied FP clients in their localities. Leaders of these clubs had already been trained on FP promotion and had met during a convergence forum for family planning in December 2004. In coordination with POPCOM NCR and the Federation of Barangay Service Point Officers, they conducted an inventory of existing FP service providers from both public and private sector in their respective cities in order to establish a system of referral for family planning for the would-be generated clients of FP services. Linkages with known FP service providers based in NCR such as Friendly Care, DKT Philippines, Family Planning Organization of the Philippines (FPOP) and the Philippine Rural Reconstruction Movement (PRRM) have already been put in place.

To date, the 12 clubs of satisfied FP users and FP acceptors have been established in the cities of Malabon, Valenzuela, Makati, San Juan, Quezon City, Caloocan and Marikina. A total of 3,835 individuals, not barangay health workers, have already signed in as satisfied FP acceptors and FP users after having used modern FP methods for at least one year. During the last quarter, all of the 12 clubs mounted various FP motivation sessions such as couples' classes, parents' classes, mothers' forum and bench meetings on FP along with house-to-house campaign and door-to-door motivation of potential FP acceptors. A total of 79 barangays in NCR have been reached while 163 men and women have been referred to FP service providers for IUD insertion, BTL, NSV, and pill dispensing.

1.1.2. Women's Health Care Foundation

The “*Family planning sa barangay: Walang patsamba-tsamba*” (*FP in the communities: No taking chances*) was launched by the **Women's Health Care Foundation (WHCF)** in two barangays in Quezon City. These barangay FP days were held on March 12 in Barangay Gulod and on March 26 in Barangay Bagong Silang. These occasions gathered a total of 500 community residents. Individual booths on the different FP methods, “Frenzy” mobile teams of DKT Philippines, dance contests on the ‘*Walang patsamba-tsamba, FP sigurado*’ (No taking chances, FP is sure) song, FP games, FP counseling and referral services, and IEC materials dissemination were woven together into a festive community FP day celebration. Here, community residents learned about FP, discussed FP among their peers, consulted FP service providers and openly discussed misconceptions with resource persons from WHCF team of medical experts and FP counselors. Similar barangay FP days will be mounted in 13 other barangays in NCR in the next quarter.

1.1.3. KATINIG

The **KATINIG** informal sector coalition continued its FP promotion and education campaign on responsible teen sexuality. Some 200 men and women have been reached by the pockets of small neighborhood meetings on FP and *usapang FP* (FP forums) sessions conducted by KATINIG leaders in its target barangays. KATINIG also started talks with WHCF and MAKATAO Foundation to synchronize their FP promotion activities and to jointly set up an FP referral system in collaboration with POPCOM NCR and local health units.

To complement its FP promotion activities, community theater performances on responsible teen sexuality were held in Malabon, Navotas and Caloocan. These were mounted in partnership with faith-based organizations such as the Pastoral Youth Ministry of Barangay Hulo, Malabon, the Parish Church of Tanza, Navotas and the Sto. Nino Parish of Malabon. These gathered a total of 400 community residents especially young couples and adolescent youth. The KATINIG Youth Federation is now a duly registered organization accredited by the Securities and Exchange Commission and affiliated with the National Youth Commission. The KATINIG Youth also collaborated with *Anak Teatro (Theater's Children)*, a theater group composed of students from the Ateneo de Manila University for the conduct of a basic theater acting workshop and orientation on adolescent reproductive health. Held in January in Barangay Concepcion, Malabon, this training was attended by 20 new recruits of KATINIG Youth. A livelihood program for the KATINIG Youth is being planned in partnership with the Technical Education and Skills Development Authority (TESDA) along with follow-up trainings on theater skills enhancement courtesy of the Philippine Educational Theater Association's (PETA) affiliate theater groups.

1.1.4. MAKATAO Foundation

On January 10-14 at the Training Room of the San Lorenzo Ruiz Hospital in Malabon, the **MAKATAO Foundation** conducted a training on interpersonal communication for the Women Leaders in FP/RH RH (WELEADRH). This is a network of 45 women leaders actively promoting FP/RH in the cities of Malabon, Navotas and Valenzuela (MANAVA). After the training, the women leaders spearheaded the conduct of 28 couples' classes for men and women interested and in need of FP information. These classes, conducted in the vicinity of the residences of the participating couples, were facilitated by the women leaders themselves with technical inputs from midwives and nurses from the health centers. These sessions reached a total of 560 men and women from 9 barangays in the MANAVA areas. In February, MAKATAO led the campaign on "*Libre Tali*" (Free BTL) where 14 women had free BTL services sponsored by the local government unit of Malabon. In March, two women were also referred for BTL services to the Valenzuela General Hospital.

1.2. METRO CEBU

1.2.1. Cebu City United Vendors Association (CCUVA)

From January to March 2005, CCUVA vigorously launched the second phase of its community FP orientations. These family planning orientations were organized by the CCUVA FP motivators to promote family planning among its members. Through the group approach and one-on-one FP promotion sessions, the FP motivators were able to disseminate correct information on FP and, as a result, they were able to generate FP acceptors. Because of the increasing demand for FP services, CCUVA has established linkages with the Cebu City Health Office, FriendlyCare Clinic Cebu, Marie Stopes Clinic, FP Clinic of Vicente Sotto Medical Center and Sacred Heart RH Clinic to ensure that FP acceptors will be referred to appropriate service providers. The Cebu City Health Office, DOH CHD and POPCOM Regional Office VII provided technical assistance in the conduct of FP orientations. Marie Stopes Clinic, FriendlyCare Clinic Cebu, Sacred Heart RH Clinic and FP Clinic of Vicente Sotto Medical Center accepted referrals for BTL and NSV acceptors and the pills, IUD, condom and DMPA acceptors were referred to the nearest health centers.

POPCOM Region VII facilitated the meeting of the CCUVA President with the Manager of FPOP Cebu to discuss and firm-up its partnership for the establishment of a community-based distribution network for pills and condoms in the large vendor's group in Cebu City. The creation of the community-based distribution network for pills and condoms in CCUVA will materialize in the near future. FPOP will train the CCUVA FP motivators as community-based distributors (CBD) and provide them with supplies of condoms and pills on consignment basis. CCUVA President Maria Buanghug reported that this initiative will further boost their family planning promotion and improve their access to family planning supplies.

1.2.2. Metro Cebu Community-based Advocacy Network (Metro Cebu CAN)

Metro Cebu CAN spearheaded FP promotion activities among women of reproductive age and couples during the Women's month celebration in March 2005. The Metro Cebu CAN leaders organized 12 community-level FP orientations in the barangays of Mambaling, Luz and Labangon. The benefits of family planning to women's health and wellness were emphasized in these activities. These FP orientations have reached a total of 300 women and referred 15 acceptors for BTL to Marie Stopes Clinic. To culminate the Women's month celebration, Metro Cebu CAN convened the *Barangay Women Leaders' Forum on Population and Family Management* to ask the Local Chief Executives to support family planning and reproductive health services. On March 29, 2005, about 200 women leaders from 50 barangays in Cebu City gathered in a forum to discuss ways to improve health and family welfare. Metro Cebu CAN leaders presented the highlights of their family planning and reproductive health promotion and community mobilization activities so that other barangays would emulate and start their own community level FP promotion. Seven Cebu City Councilors attended the forum and all of them expressed support for family planning and responsible parenthood and the creation of the local population office in Cebu City. The local newspaper, *SunStar* featured it (*Annex 7*).

1.2.3. Sociology and Anthropology Research Group of the University of San Carlos

The Sociology and Anthropology Research Group of the University of San Carlos (SOAR Group) conducted the study among no-scalpel vasectomy clients in Metro Cebu. After the completion of the preparatory activities in December 2004, the data gathering (FGD) was conducted in January 2005. There were 44 NSV acceptors who were interviewed, some of the clients agreed to have their wife interviewed. To date, the lead Researcher is in the process of writing the first draft of the report. The result of this study will be disseminated in a research forum and the findings would help local groups to develop appropriate strategies and messages in promoting male involvement in family planning.

1.2.4. NAGPAKABANA Foundation, Inc.



Induction of officers of the FPRH Women's Network, Lapu-lapu City



Bench meeting of women workers in Lapu-lapu City



During the quarter, NAGPAKABANA Foundation, Inc. initiated the master listing of no-scalpel vasectomy (NSV) acceptors and started consultation with NSV clients in Caughagan Island, North Area, South Area and Lawaan, Talisay City. The result of the consultations would lead to the organization of three non-scalpel vasectomy clubs (NSV Clubs) to be called *Maginoong Bisaya Club*. The members of these clubs will be trained as FP motivators and will promote male involvement in FP and responsible parenthood among male groups in Cebu City and the nearby municipalities of Cebu Province.

1.2.5. Venue for Initiative and Genuine Development Foundation, Inc. (VINE)

The Venue for Initiative and Genuine Development Foundation, Inc. (VINE) implemented the following activities in February and March 2005: (i) conducted bench meetings and women workers orientation on sexuality and reproductive health, gender sensitivity orientation, and family planning in barangays Sudtungan, Lapu-lapu Poblacion and Pusok Sta. Maria; (ii) organized women workers peer educators in the three barangays; and (iii) facilitated the formation of the *Lapu-lapu City Women's Network* composed of women workers and community women leaders who would promote women's health and wellness and FP in their respective barangays on March 20. The Executive Director of VINE reported that Lapu-lapu City Women Commission

headed by the First Lady of Lapu-lapu City graced the activity and declared her open support to the newly- organized network.

1.2.6. PBSP Visayas for Olango Project

As part of the *Olango Island Capacity Building on Family Planning Project*, the PBSP Olango Project launched community FP education in Barangay Talima and Barangay Sta. Rosa during the period January to March 2005. These activities were organized by the community health volunteers. The nurse in the main health center was mobilized as resource person on family planning and safe motherhood. The PBSP Project Officer reported that, as a result of the community FP orientations, 12 IUD acceptors were generated in Barangay Talima and seven BTL acceptors were generated in Barangay Sta. Rosa. PBSP has coordinated with Marie Stopes Clinic personnel for the conduct of two on-site BTL outreach clinic in April to service the 25 BTL acceptors generated by the community health volunteers. During this quarter, the *Module on PopDev and FP* that was developed in the previous quarter was printed and distributed to the community health volunteers, barangay health station personnel, barangay officials and barangay health workers.

1.3. SAMAR/LEYTE

1.3.1. Coalition of FP/RH Advocates in Region 8 (COFPRHA 8)

During the quarter, the multi-sectoral **Coalition of FP/RH Advocates in Region 8 (COFPRHA 8)**, vigorously pursued FP promotion in Samar/Leyte. The network's activities were all geared towards disseminating correct information on FP, addressing lack of LGU support to FP especially on matters related to contraceptive security and sustaining FP promotion in the communities. COFPRHA 8, in collaboration with one of its institutional members, the Leyte State University (LSU), also launched its FP campaign anchored on population, health and the environment thru the Leyte Island-Wide Workshop on Population, Health and the Environment (PHE) held from January 12 to 13 at the LSU Campus in Baybay, Leyte. This stemmed from the initial attempts to look into the links between population management and the environment in Region 8 during the Regional Consultative Workshop on Population, Health and the Environment, jointly sponsored by TSAP-FP and the Foundation for the Philippine Environment (FPE) in March 2004. The Leyte Island-Wide Workshop on PHE had for its theme, *"Population Management Protects and Conserves the Environment"*. Its sub-theme was, *"Family Planning Helps Save the Environment"*. The workshop aimed to identify stakeholders in PHE in Leyte, determine PHE stakeholders' capabilities, level off PHE linkages and the need for FP among various stakeholders, develop a strategy paper on PHE/FP anchored on a common core message: "FP helps save the environment", and identify potential PHE/FP "champions" for advocacy. Seventy (70) representatives of NGOs, media, academe, local government units, population offices, and interfaith organizations attended the two-day workshop. At the end of the workshop, the participants unanimously agreed and committed themselves to collectively address the following needs in the region: 1) need for education and information dissemination on

the links of population, health and environment issues and the need for FP ; 2) need to enlighten the LGU officials on links of population, health, and environment and the need for FP; and 3) need for an updated situationer on the population, health and environment in Region 8 using the RAPID model or the Resources for the Awareness of Population Impacts on Development.

Also during the quarter, COFPRHA 8 in collaboration with POPCOM 8, conducted a post-Valentine rendezvous with media practitioners in Region 8 on February 15 at the Leyte Park Hotel in Tacloban City. A total of 70 participants including 38 local media practitioners, 21 COFPRHA 8 members and 9 guests from DOH 8, POPCOM 8, Leyte State University and the regional office of the Philippine Information Agency attended the activity. The one-day Media Orientation on Evidence-based FP was a venue to sensitize media practitioners on FP/RH, provide them with accurate information on FP/RH, generate support and tap new media allies for FP/RH in the region. The panel of resource persons included the POPCOM 8 OIC Regional Director, the Assistant Director of DOH 8, COFPRHA 8 Chair, representative from the regional office of the Philippine Information Agency (PIA), and TSAP-FPs Medical Advisor. After the forum, the COFPRHA 8 Board of Directors also had their oath taking before the Vice Governor of Leyte. In the afternoon, Ces Drilon, a national media champion of FP, spoke before the Sangguniang Panlalawigan of Leyte on Media Advocacy for Evidence-based FP. This was intended to help the government clarify wrong information cast upon the “*Ligtas Buntis*” campaign of the DOH and enlighten them on the importance of FP as part of good governance. An after dinner press dialogue with Ces Drilon was also called by COFPRHA 8 in collaboration with the Regional PIA.

TSAP-FP facilitated a project start-up meeting with COFPRHA 8 leaders on February 24 in Tacloban City in order to familiarize them with the documentation requirements and project reporting procedures. This start-up meeting also paved the way for COFPRHA 8 and POPCOM 8 to finally meet with leaders of the Workers in the Informal Sector in Region 8 (WISER 8) and agree on areas of collaboration and work complementation, especially on matters related to small grants implementation and FP promotion in the communities. COFPRHA 8 and POPCOM 8 promised to provide TA and to facilitate linkages of WISER 8 with FP service providers in the region.

With the approval of COFPRHA 8’s small grant project on “*Strengthening FP Advocacy and Networking for FP/RH in Eastern Visayas*” the network took the time to finalize its network arrangements and collaboration protocols. Representatives from over 30 member organizations of COFPRHA 8 renewed their commitment as population/FP and RH advocates during a General Assembly held on February 1 in Tacloban City. The highlight of the GA was the finalization and ratification of the coalition’s by-laws and the election of its officers for the period 2005 to 2007. On February 24 in Tacloban City, COFPRHA 8, along with local population and health offices, FP-related NGOs and concerned citizens, actively participated in the launching activities of the “*Ligtas Buntis*” (Safe Pregnancy) campaign of the Department of Health. The campaign, focused on population education, aimed to reach out to couples from the different barangays who would want to plan their families. Together with

POPCOM 8, the event gave due recognition to COFPRHA 8 as a potent force in population/FP/RH advocacy in Eastern Visayas, as they led the biggest mobilization for population/FP in Tacloban City.

COFPRHA 8, in collaboration with POPCOM 8, also conducted the Women Leaders' Forum on FP/RH in two different areas in the region. One was held on March 28 in Maasin City to cover the province of Southern Leyte and another on March 31 in Catbalogan, Samar to gather women leaders of the three Samar provinces. In both forums, discussion on FP ensued after the skit on FP/RH performed by organized mothers of Marie Stopes, a member of COFPRHA 8. Inputs on evidence-based FP were provided by a local doctor trained by TSAP-FP on EBM-FP. Participants also availed of the FP counseling and referral services provided by mobile FP clinics installed in the venues. Booth displays and exhibits on women's FP and RH issues and concerns, FP information and services were also put up.

1.3.2. Leyte State University (LSU)

As it led COFPRHA 8's advocacy on family planning and PHE, the **Leyte State University (LSU)** signed a memorandum of agreement (MOA) with TSAP-FP on February 11 at the LSU campus in Baybay, Leyte. The MOA (*Annex 8*) affirmed LSU's commitment to support TSAP-FP's goal of increasing social acceptance of family planning in Region 8. LSU agreed to incorporate family planning in its development communication and extension programs and to mobilize the university's technical and manpower resources for FP advocacy. Further, the LSU agreed to provide technical assistance to TSAP-FP partners in Eastern Visayas, in terms of popular information, education, and communication materials development, trainings in folk media and PHE advocacy. Specifically, LSU will launch a campaign on teenage pregnancy awareness within the campus and will produce radio dramas on FP, conduct researches on FP and adolescent reproductive health and improve the theater presentation aptly titled "*Sa Pagtingog sa Pungaw*" (Cry of the Nightbird) for dissemination in the communities. For its part, TSAP-FP will extend technical assistance to LSU in terms of providing it with a solid grounding on family planning and reproductive health and other skills trainings on advocacy and behavior change communication.

1.3.3. Workers in the Informal Sector in Region 8 (WISER 8)

Recognizing the need to build a cohesive team of WISER 8 leaders crucial in this particular stage of the network, TSAP-FP provided TA to the network's teambuilding workshop held on February 8-11 in Ormoc City. Twenty-seven (27) leaders of WISER 8 participated in the activity. Follow-thru meetings were also held to finalize WISER 8's network arrangements and to strengthen the role of WISER 8 Execom members as shared leadership functions were promoted and internal system for network coordination, communication and fund management was enhanced. During the quarter, WISER 8 continued its FP orientation caravan in selected municipalities. On January 25, WISER 8 held a forum for leaders of community organizations in the municipality

of Gen. McArthur in Eastern Samar. About 68 participants representing two community womens' organizations, the McArthur Tricycle Operators and Drivers Association and a pedicab drivers group attended the FP forum. On March 5, another session on FP attended by 68 community women was held at Barangay 88 San Jose in Tacloban City in collaboration with LEFADO. These FP promotion activities were also attended by community leaders and barangay officials who vowed to support FP promotion in their localities.

1.3.4. Leyte Family Development Organization (LEFADO)

Members of the LEFADO Youth / theater group provide accompaniment for the singing of the National Anthem during the opening of the media forum on FP.



In similar vein, the **Leyte Family Development Organization (LEFADO)** conducted a series of community FP sessions where they incorporated brief theater presentations on FP. These sessions were held in MacArthur, Leyte on February 3, in Barangay 107 Sta Elena in Tacloban on March 16, and in Barangay 89 San Jose in Tacloban City. A total of 200 community residents including 30 barangay service point officers (BSPOS) and community men and women attended the 3 sessions. LEFADO's theater group was also invited not only to perform their one-act plays on FP but also render musical numbers with their rondalla to energize FP dissemination forums such as the COFPRHA 8 General Assembly, media forum on FP and the Regional Working Youth Day.

1.4. DAVAO CITY

During this quarter, METSA Foundation, Inc., Kaugmaon Center for Children's Concerns Foundation, Inc., and the RH Network of Davao have scaled-up the implementation of its community-level activities to promote FP/RH among its target groups.

1.4.1. METSA Foundation, Inc.

The women leaders of KNBL, a federation of 22 community women associations in District III Davao City celebrated Women's month with additional flare. METSA Foundation, Inc. organized a two-day Women Caravan on FP/RH on March 7-8, 2005 in Los Amigos, Davao City. Some 200 women joined the event. The TSAP-FP trained FP motivators organized forum on (i) women's health and wellness and FP, (ii) fertility awareness and (iii) modern family planning. METSA Foundation invited FPOP and Davao City Health Office to provide family planning counseling and services. BTL

acceptors were referred to Marie Stopes Clinic. Additionally, METSA Foundation, Inc. commenced the community-based FP promotion among the different community women associations namely Los Amigos Women Farmers Organization (LAWFO), New Hope Women Organization, Villahermosa Women Organization, Upper Lacson and Lacson Center Women Organization, Millennium Women Organization, Colobol and Masupit Women Organization, Talomo and Daladag Women Organization, Calcal and Biao Joaquin Women Organization, Greenest and Purok 15 Calinan Women Organization, and Bayanihan Women Organization. These community-based FP orientations have reached more than 150 women and raised their awareness on modern family planning and its benefits to women and their family.

1.4.2. Kaugmaon Center for Children's Concerns Foundation, Inc

In February, TSAP-FP provided assistance in orienting 35 community leaders of Kaugmaon Center for Children's Foundation, Inc. on Family Planning. The objective of this orientation workshop is to increase the knowledge of selected community leaders of three big urban poor barangays in Davao City on family planning especially the different modern methods and its benefits to men, women and families. Additionally, TSAP-FP trained 35 leaders of Kaugmaon Center for Children's Foundation Inc. and METSA Foundation on FP Advocacy.

After attending the FP Orientation Workshop and FP Promotion Training, the community leaders of Kaugmaon expressed increased awareness on the links between poverty and family planning, appreciated the benefits of well-planned family and corrected their misconceptions on modern FP methods. As a result, they have improved the script of their community theater performance to include messages on family planning, well-planned family and responsible parenthood. To date, the community youth organizations have conducted FP/RH orientations among other community leaders and held dialogues with barangay officials in Sasa, Panacan and Ilang, Tibungco to solicit their support for FP/RH programs and services.

1.4.3. RH Network Davao

TSAP-FP provided technical assistance to RH Network Davao in organizing two events during the Women's month celebration. On the International Women's Day, it mounted a booth to exhibit the various works of the network members in promoting FP/RH. FPOP Davao, the lead organization in promoting family planning together with other RH network members disseminated FP information through group discussion on the benefits of FP to women's health and wellness and distribution of FP IEC materials. RH Network Davao was able to mobilized 100 community health workers and network members to participate in the parade and program, and booth and exhibition held in Rizal Park, Davao City on March 8, 2005.

In addition, RH Network Davao joined the *Buntis Day* (Pregnant Women's Day) event organized by the Davao OB-Gynecologist Organization on March 12, 2005 at SM Mall in Davao City. This purpose of this activity is to promote women's health and safe

motherhood. RH Network organized a family planning promotion and counseling booth manned by Family Planning Organization of the Philippines (FPOP) – Davao and Davao People’s Foundation (DPF) personnel. They were able to serve 40 women and distributed FP IEC materials.

1.5. NEGROS ORIENTAL

For this quarter, the **Negros Oriental FP/RH Advocacy Network (NeOFPRHAN)** has completed the situational analysis and FP/RH profiling of the municipalities of Manjuyod, Ayungon, Siaton, Zamboangita and Guihulngan. The FP/RH profiles were used in the LGU Officials Forum on Family Planning and Reproductive Health to show the current FP/RH service performance as well as gaps in service delivery in their respective municipalities. In addition, NeOFPRHAN has completed Local Leaders Forum on FP/RH in the municipalities of Manjuyod, Ayungon, Siaton and Zamboangita. All these Forum were attended by the Mayor, Vice Mayor, Councilors, Municipal Planning and Development Officer, Municipal Budget Officer, Municipal Treasurer and Municipal Health Officer. NeOFPRHAN leaders invited Director Leo Rama, POPCOM Region VII to talk about Contraceptive Self-Reliance – to orient the local government officials about the reduction of contraceptive supplies donated by USAID to the Philippine Government and impress the urgency to discuss this concern among LGUs in the Negros Oriental and collectively plan about it locally. NeOFPRHAN leaders reported that as a result of the forum, all the municipalities have committed to provide funding for FP services and procurement of contraceptives.

1.6. PAMPANGA

Ing Makababaying Aksyon Foundation, Inc. (IMA Foundation) organized the first Family Planning Summit in Angeles City, Pampanga on March 29. This event gathered more than 250 representatives from at least 18 people’s organizations, non-government organizations, government agencies, 33 barangay councils and 50 local health workers. The Congressman of the 1st District of Pampanga, Francisco Nepomuceno and two pastors from the Iglesia ni Cristo and Jesus is Lord Movement also attended the summit. The occasion served to effectively gain support of local policy on family planning. The Congressman donated a vehicle to IMA to facilitate their barangay campaign in promoting FP.

The **Solidarity of Advocates for Family Enlightenment on Family Planning (SAFE-FP)**, a multi-sectoral FP/RH network in Pampanga, actively participated in the event. The summit aimed to foster a common agreement on the promotion of modern family planning in the city as well as to come up with concrete steps to embody that agreement. Senator Rodolfo G. Biazon delivered the keynote message.

1.7. BICOL

Sixty (60) urban poor leaders from large urban poor federations in the different contiguous provinces of the Bicol Region (Camarines Norte, Camarines Sur, Albay, and Sorsogon) attended the Consultative Workshop on Population, Reproductive Health and Family Planning

for Urban Poor Leaders in Region 5. This was held on March 13-15 in Legazpi City. The **Bicol Urban Poor Coordinating Council (BUPCC)**, the regional council in charge of urban poor affairs, was the main convenor of the activity. The three-day consultative workshop sought various means of mainstreaming family planning promotion in the over-all agenda of the urban poor sector and aimed to increase their knowledge and awareness on population, reproductive health and family planning issues. At the end of the workshop, urban poor leaders agreed on a concrete plan to disseminate such knowledge on FP among urban poor communities. They also drafted a petition letter to be sent to Congress indicating the support of the Bicol Region's urban poor to the urgent enactment of the proposed FP and responsible parenthood bills currently being reviewed in Congress.

The **Bicol Reproductive Health Alliance (BiRHA)** was formally launched during the First Bicol FP/RH Conference held on March 16-17, 2005 in Legazpi City. The conference was attended by 75 participants from various non-government organizations and people's organizations from the provinces of the Bicol Region (Camarines Norte, Camarines Sur, Albay, Sorsogon, Catanduanes and Masbate).

With the theme "*Strengthening Alliance for Enlightened Response on FP/RH*" or "*SAFER FP/RH!*," the conference aimed to provide a venue for sharing and broadening of knowledge and leveling of understanding on key issues and concerns on FP/RH among key actors in the Region and to formally establish a regional alliance of RH organization and advocates. The conference was the first endeavor to gather all FP/RH organizations and stakeholders in the Region and discuss various issues, concerns and mechanisms towards making RH and FP more acceptable, given the Region's history of religious conservatism and intransigence. BiRHA sees itself as a strong and united force to provide correct information on FP/RH, counter misinformation, and call on concerned parties to respond to challenges. The group would serve as champions in informing the public on FP and RH and in communicating accurate information to various audiences. MIDAS, Inc., a local NGO based in Bicol, was elected Chair of BiRHA.

1.8. BULACAN

During this period, the following FP orientation sessions among barangay officials were spearheaded by the **Lingkod Lingap sa Nayon (LLN)** in collaboration with the population unit of the Provincial Social Welfare and Development Office (PSWDO):

January 20, 2005	Calumpit Municipal Session Hall, Calumpit, Bulacan
January 27, 2005	Paombong Central School, Paombong, Bulacan
February 11, 2005	Mayor Salvador Estrella Headquarters, Concepcion, Baliuag, Bulacan
March 1, 2005	San Ildefonso Central School, San Ildefonso, Bulacan
March 3, 2005	Plaridel Municipal Session Hall, Plaridel, Bulacan
March 17, 2005	Pandi Central School, Poblacion, Pandi, Bulacan
March 18, 2005	Obando Municipal Session Hall, Obando, Bulacan
March 29, 2005	Bocaue Central School, Poblacion, Bocaue, Bulacan
March 30, 2005	Municipal Annex PUP Building, Pulilan, Bulacan

The Barangay Population and Nutrition Committees were reactivated to facilitate the conduct of such activities in the different barangays. Also included were orientation sessions on the Philippine Population Management Program in the ten municipalities with low contraceptive use. In these meetings, the Barangay Population and Nutrition Council promised to allocate funds from the Human Ecological Security (HES) to finance the contraceptive commodities and RH/FP activities. PSWDO and the President of the Association of Barangay Captains (ABC) called for support of the local government units for FP. The ABC President committed that they will provide transportation allowances i.e., gasoline to transport the prospective clients of Bilateral Tubal Ligation and also provide some medicines. One percent of their HES funds will be allotted to Population Management Program and Nutrition.

2. Technical assistance to FP promotion and information campaigns of sectoral partners provided

During the quarter, TSAP-FP provided TA in planning, training and monitoring FP promotion and information campaigns of sectoral partners such as the male groups, i.e. small transport groups and men in uniform, organized labor, faith-based groups, community health workers and socio-civic organizations.

2.1. MALE GROUPS

2.1.1. National Confederation of Tricycle Operators and Drivers Associations in the Philippines (N ACTODAP)

During the quarter, TSAP-FP provided TA and fund support to FP promotion activities of the NACTODAP. Sixteen (16) federation presidents and officers attended the FP motivation seminar held on January 19 to 21 in Olongapo City. FP orientation seminars have reached a total of 449 TODA presidents from the following sites:

Laguna

A total of 54 TODA presidents representing 16 towns in Laguna attended the FP orientation forum. Also invited were a clinic manager from the Well Family Midwife Clinic, Councilors Evelyn Cipra (Committee on Women and Family Relations and Danny Arroyo (Committee on Transport Affairs) and Brgy. Captain Villanueva. The guests expressed surprise, elation and support for the broad male involvement FP seminar in District IV of Laguna, especially Councilor Evelyn Cipra who committed to support this endeavor and integrate it in her advocacy platform as Committee Chairman for Women and Family Relations. She emphasized that it is about time that men be educated to support their partner's decisions for family planning. A highlight of this activity was the establishment of a formal referral mechanism for TODA member and member families to the Well Family Midwife Clinic for FP services.

NCR

Pasay District I and II

Forty-six (46) TODA presidents and officers attended the FP orientation held on March 5 at Jose Rizal City School, M. dela Cruz St., Pasay City. The coordinators for this event were Jojo Moris & Boy Candido, trained FP motivators. Dr. Abel Guevarra, trained NSV surgeon, was the resource person of this activity. Mechanisms of referrals to service providers and schedules of follow up lecture were firmed up during the discussions. As a result, on March 19, 2005, Mr. Joseph Valerio, NACTODAP Pasay Federation Secretary, underwent no-scalpel vasectomy (NSV) at FriendlyCare Lagro, Quezon City.

Valenzuela

Twenty-one (21) TODA Presidents attended the orientation held on March 6 at the Gen. T. de Leon Barangay Hall, Valenzuela District II. Mr. Alfredo Moreno, also a trained FP motivator, coordinated this activity.

Muntinlupa

Twenty-four (24) TODA Presidents attended the orientation held on March 8 at the Muntinlupa Mutual Homes Subdivision Multipurpose Hall. Coordinator for this activity was Mr. Danilo Cagas, the concurrent Chairman of NACTODAP-NCR.

Caloocan and Manila

A total of seventy (70) TODA presidents coming from Caloocan and Manila attended this orientation held on March 12 at the Bgy. Hall, 729 Tolentino St. Caloocan City. The coordinators for this event were Caridad de Guzman, Ofel Granado, and Carlos Mabaquiao.

Two participants from the Manila-Caloocan group practice putting on condom on a penis model.



Quezon City

A total of thirty (30) TODA Presidents in Quezon City attended this orientation held last March 19, 2005 at the Barangay Hall Paltok, Q.C. Mr. Gil Banila, Sr., trained FP Motivator, was the coordinator for this said activity.

Metro Cebu

Compostela

A total of 56 TODA Presidents attended this orientation, held on February 19 at the Compostela Municipal Hall. It coincided with the visit of the Male Involvement Assessment team composed of Dr. Romeo Lee, Carina Stover, Dr. Clark, Mr. Harris.

Ariel Lim, NACTODAP president, discussed the importance of family planning for tricycle drivers.

Talisay

Eleven (11) TODA Presidents from Talisay City attended the FP orientation held on February 20 at the Villa Teresita Beach resort. Guests from POPCOM and Marie Stopes were invited as guest speakers for this event.

Lapu-Lapu

At the NACTODAP Central Visayan (R-VII) Regional Office in Lapu-lapu City (LLC), 38 local LLC TODA presidents of the area attended the FP orientation meeting on February 27. Federation president and coordinator Efren Tabanao took charge of the activity and was glad to introduce NACTODAP national president Ariel Lim and Atty. Gonzalo Malig-on, chief of staff of Cebu Congresswoman Inday Neri who was the endorser and co-author of the Reproductive Health Bill in the Lower House. Two main lecturers, POPCOM VII information officer Josephine dela Cerna and Marie Stopes Clinic Sr. Health Educator Ronie Reganon (who famously pushed forward the Taytay and Cainta TODA FP programs with UNFPA) took turns in explaining the importance of FP in the development of the country and fighting poverty especially of the informal sector, the importance of childbearing spacing, the need for husband and wife to agree on the FP method to be used according to their circumstances, and the different modern FP methods that males can choose from.

Mandaue and Consolacion

At the NORKIS conference hall in Mandaue City, 22 all-male participants had a whole session on FP and related concerns. The same set of speakers lectured on the same topics. Discussed during this activity was the formation of the TODA local health/FP committees, in order to a) plan and b) implement FP meetings and seminars, c) distribute FP materials, d) network with LGUs/NGOs and private sector, and e) report on their activities for monitoring and assessment purposes. Efren Tabanao also proudly announced that four TODA leaders and members would be willing to undergo vasectomy in a short period ahead. Ronie Reganon shared with the group the vasectomy services performed by Dr. Baking and three other doctors in private clinics and hospitals in Cebu.

Metro Davao

Thirty-two (32) TODA Presidents and Officers attended the family planning orientation held on February 26 at the Western Homestay Inn and Restaurant in Davao City. A representative from DOH Region XI discussed about modern FP methods. Co-sponsoring this event was a local drug testing center who also discussed about the perils of illegal drug abuse in the context of being a responsible husband and father.

Samar-Levte

Tacloban City

Fifteen (15) TODA Presidents from Tacloban City attended the family planning orientation held on March 17, at the POPCOM Region VIII Office. Mr. Ariel Lim, President of the National Confederation of Tricycle Operators and Drivers Association of the Philippines (NACTODAP), talked about the benefits of family planning to tricycle drivers and their families. Police Inspector Reynaldo Hidalgo, Chief of Tacloban City's Traffic Management Group (TMG), who was invited to attend the said event to discuss traffic-related concerns of the tricycle drivers, also committed to include a slot for family planning in their two-day seminar for tricycle drivers who are renewing their franchises in Tacloban City. The police inspector made this decision after hearing Mr. Lim narrate the problems besetting tricycle drivers with growing family members. NACTODAP Tacloban City and the TMG of the Philippine National Police Tacloban, will formally request the Commission on Population regional office to help them coordinate with resource persons who will discuss family planning during the seminars.

Calbayog City and Catarman

Thirty (30) TODA Presidents and Officers evenly distributed from Calbayog City and Catarman attended the family planning orientation held on March 18 at the Calbayog City Hall Conference Room. Also in attendance were representatives from the Calbayog City Health Office, Office of the Vice-Mayor, local LTO chief, Chief of Calbayog City Traffic Management Office, and a local councilor. The Calbayog City Health Office promised to attend local TODA meetings to help disseminate FP at the grassroots TODA level in Calbayog City.

Bicol

A rainy Sunday morning did not deter some 30 participants from Camarines Norte from attending the FP orientation meeting on March 5 at the barangay hall of Barangay VIII in Daet, the urban capital of the province. The province has 18,000 tricycle driver members belonging to 18 local TODAs. The participants counted an 81-year old chief marine engineer who had been a tricycle driver since his retirement about 30 years ago and a woman representative of a TODA president. The activity was coordinated by Ariel Najera, Camarines Norte TODA federation president and Bicol Regional Coordinator. Mercy P. Canindo, Midwife II at the Daet Rural Health Unit (RHU) I, and Luzminda G. Roxas, midwife at the Barangay VIII Health Station of Daet RHU II explained the different family planning methods, their applicability, and advantages. They underscored that FP does not prescribe the couple's number of children nor the FP method to be used. It is up to the couple to decide their family size, the proper spacing and the method most suited to them. They used visual aids in explaining ligation and vasectomy procedures and IUD use.

2.1.2. Armed Forces of the Philippines (AFP)

2.1.2a. Writeshop for DND AFP circular

Based on the foregoing fora series on Population and National Security held at the Major Services and Commands of the Armed Forces of the Philippines, there appeared a need for an authority/Department Circular on Family Planning program in the Department of National Defense –AFP. Hence, this write shop on the preparation of a DND Circular on Family Planning Program in the DND-AFP held on January 18. This was spearheaded by the National Defense College of the Philippines (NDCP), with the cooperation of the Surgeon General, AFP. The finished draft was forwarded by the NDCP, with attached letters of recommendation (*Annex 9*) by the NDCP President, to the Office of the Secretary of National Defense for appropriate action.

2.1.2b. Briefing by the Office of Legal Affairs (OLA), Department of National Defense

On March 31, the DND OLA submitted its legal comment on the draft DND Circular on FP forwarded by the Office of the Assistant Secretary on Plans and Programs. The OLA comment raised no legal objections to the Circular, and supported its promulgation on constitutional grounds of the obligation of the state to protect and promote the right of health of the people and defend the right of spouses to found a family in accordance with their religious convictions and demands of responsible parenthood. Also, it put into context DND's participation in the over-all contribution of population issues in national security and economic development. The draft Circular is now with the Office of the Assistant Secretary on Plans and Programs for endorsement to the Office of the Defense Secretary. NDCP is actively monitoring and facilitating the progress of the Draft Circular.

2.2 ORGANIZED LABOR

On March 9-12, the **Federation of Free Workers (FFW)** convened the National Policy Conference on FP/RH in the Workplace at the Days Hotel in Tagaytay City. Twenty-nine (29) FFW leaders including the 10 national officers and 13 trade federation presidents and vice presidents, and six FFW program officers attended the policy meeting. The conference was the culmination of the series of regional consultations among FFW leaders which mobilized the support and commitment of trade federation leaders and union presidents on the importance of FP to the organized labor. The conference aimed to solicit the policy mandate from FFWs Governing Board for the institutionalization of FP/RH programs in FFW programs and services. A resolution establishing a program on responsible parenthood and reproductive health within the FFW was then signed by the Governing Board of FFW on March 12. See attached conference resolution (*Annex 10*).

At the local level, FFWs Women's Network (FWN) and the Philippine Social Institute (PSI) vigorously pursued FFW campaign on family planning. FWN campaign on family

planning is anchored on family planning as a call to fight poverty. FWN sees the need for concrete and transparent participation particularly of women affiliates of FFW/FWN in FP promotion as an affirmative response to upholding family health and well-being and reducing poverty. FWN intends to highlight this call in the Global March Against Poverty planned within April thru December 2005 by the National Commission on the Role of Filipino Women (NCRFW).

In line with the implementation of the project on “*Mobilizing FWN Women Trade Union Leaders and Basic Sector Affiliates for FP/RH Advocacy*,” the **FFW Women’s Network** conducted FP forums and community workshops on FP for a total of 103 women trade union leaders from Luzon and Mindanao. The forums aimed at cascading the FP/RH promotion at the union level and securing the needed support and commitment of trade union leaders in implementing and/or formulating FP/RH programs, services, and activities. Highlights of the forum were the testimonies relating to FP practices and positive endorsements of FP by women trade union leaders.

An entire issue of *Stirrings*, the official newsletter of the Federation of Free Workers Women’s Network or FWN (Volume XII, No. 2 2004) was dedicated to family planning (*Annex 11*).

Orientation of union leaders

On January 18, 2005 at Hotel Kimberly in Manila, the Luzon forum pooled 51 women union leaders representing 21 local unions based in NCR and Luzon. These unions came from the following trade federations: textile and garments (10); drugs and chemicals (1); metals and electronics (17); wood and pulp (2); commercial (11); transportation and communication (3); services (3); and basic sector organizations (4).

In Mindanao, two separate activities were held one after another to disseminate FP among women trade union leaders and basic sector affiliates. The FP Forum in Mindanao held on March 5 in Davao City was attended by 52 women trade union leaders from the Ateneo de Davao University Employees Union, University of the Immaculate Conception Employees Union, San Pedro Hospital Employees Union, Holy Cross of Davao College Employees Union and the Holy Cross Press Employees Association. All the participants represented the service industry trade federation. In these forum, the women union leaders drafted action plans to help promote FP among local union members and affiliates. On the other hand, the community workshop on FP was held on March 6 at the Matina Town Square Gymnasium in Davao City. A total of 50 community women leaders from the following groups attended the activity: Bucana Community Women’s Groups, Bucana Parents’ Cooperative from Purok 10, 14 and 76A, Bucana Women in the Millenium Multi-Purpose Coopeartive, Isla Suerte Development Cooperative (ISDECO), Wives and Women Members of Panabo Ecoland Lines Operators and Drivers Association (PELODA), and Talomo Overseas Workers for Economic Reintegration (TOWER). Resource persons in the community forum included those from Friendly Care Davao Branch. Friendly Care Davao also provided free clinic outreach and FP counseling services to the community women. At

the end of the forum, focal persons from different community organizations were identified to facilitate community linkages and FP referrals to Friendly Care –Davao.

For its part, the **Philippine Social Institute (PSI)**, the education and training arm of FFW, conducted the FFW Labor Educators Training on Evidence-based FP on February 17-19 at the Villa Virginia Resort in Antipolo City. 18 participants, 10 female and 8 male, representing 11 labor union affiliates of FFW attended the training. This training aimed to build a pool of FP educators, from the existing pool of FFW labor educators, who will spearhead FP promotion activities for local union members. More in depth discussion on contraceptive technology including mechanisms of action of the different FP methods as well as techniques in conducting and facilitating FP sessions for union members were included in the course module. Resource persons included those from Friendly Care Foundation and FFW-PSI. At the end of the training, the FP and labor educators drafted re-entry plans to kick off their FP promotion in the local unions.

Orientation of union members

To date, two FP orientation seminars for 137 local union members were already conducted by the recently trained labor and FP educators. The first seminar was organized on February 9-10 for 65 union members and company employees of Vishay Phils. Incorporated based at FTI Estate, Taguig, Metro Manila. Another seminar for 72 union members of Toyo Ink Manufacturing based in Calamba, Laguna was held on February 25. These activities were in line with FFW's thrust to enhance the awareness and appreciation of local union affiliates on the importance of FP vis-a vis work-family harmonization and total workers development.

FP integration in CBA agreements

Seven local unions have already incorporated FP in their newly-drafted collective bargaining agreement (CBA) proposals which are now under negotiation with company management. These unions included the following: TSPIC Employees Union, Genpacco Labor Union, Vishay Phils. Inc. Employees Union, FFW Industrial Fiber Labor Chapter, Samahang Manggagawa sa BM Express and the UERM Employees Union, Prudentiallife Employees Union. Specific FP provisions included the joint effort of management and union to conduct regular FP/RH seminars within the company premises, inclusion of annual FP/RH orientation seminars and the provision by the companies of FP commodities including contraceptives pills and condoms to their employees.

2.3. FAITH-BASED ORGANIZATIONS

At their request, the **Interfaith Partnership for the Promotion of FP/RH**, in collaboration with the Philippine Legislators Committee on Population and Development (PLCPD), held a dialogue with legislators on March 15 at the Sulo Hotel in Quezon City. The activity was attended by 25 national leaders of different faith-based organizations as well as five representatives from the House of Representatives and the Senate. The legislators present were Senator Rodolfo Biazon, Representatives Gerry Salapuddin and Edcel Lagman and

party list Representatives Rodante Marcoleta of ALAGAD and Liza Maza of GABRIELA. The dialogue concluded with the setting up of a core group composed of parliamentarians and church leaders that will devise strategies to gain a critical mass of support for the provision of family planning information and services on all legally acceptable FP methods.

2.4. COMMUNITY HEALTH WORKERS

BHW Federation Presidents Bayol Solaiman (Lanao del Norte) and Eduarda dela Cerna (Cebu City West Health Area) preparing for their report on the Sympto-thermal Method →



Fidelina Soon and Lucia Canto, BHW Federation Presidents of Consolacion, Cebu and Bayawan City, Negros Oriental respectively, report on their assigned topic: "Condom". ←

During this quarter, as part of its small grants project, the **National Confederation of Barangay Health Workers Associations** implemented one training for selected BHW leaders from the National Capital Region, Pampanga, Cavite, Laguna, Batangas, Cebu, Leyte, Samar, and Davao City. The training aimed to strengthen their FP motivation skills and promote evidence-based family planning information to men and women of reproductive age in their communities.

TSAP-FP provided TA in the planning and conduct of the first batch of Family Planning Motivation Training for 35 BHW leaders from Visayas and Mindanao. This was held on March 2-4, 2005 in Aklan. As an output of the training, the BHW leaders planned to (i) conduct echo sessions to share among other barangay health workers the evidence-based FP information using *The Truth About the different FP methods brochure and presentation material on Contraceptive Safety and Technology* and (ii) launch community-level FP promotion targeting couples with unmet need in FP in their respective barangays.

2.5. SOCIO-CIVIC ORGANIZATIONS

In March, the **Rotary Club of New Manila East** jump-started an FP campaign in its partner communities. TSAP-FP provided TA in planning the event as well as facilitating linkages with the WHCF and the KATINIG informal sector coalition. Together, the three organizations successfully mounted a community forum on FP, aptly titled “*Usapang FP in Barangay Toro Hills*,” (FP Forum in Barangay Toro Hills) held on March 18 at the school gymnasium of the Barangay Toro Hills Elementary School in Quezon City. The forum was attended by more than 500 parents of schoolchildren enlisted under the Rotary Club’s feeding program. The forum aimed to disseminate correct information on FP among parents of Grade 1-3 schoolchildren and facilitate FP counseling and referral services in the community. Five leaders of the Rotary Club of New Manila East were on hand to enlighten the community on the importance of FP and its relationship to their other socio-civic programs. The WHCF set up family planning booths inside the gymnasium where FP service providers rendered FP counseling and referral services. KATINIG, thru its President and noted FP champion Mercedes Nicolas, ably facilitated the forum. The KATINIG Youth wowed the audience with their short theater presentation on FP and their dancing of the *Walang Patsamba-tsamba, FP Sigurado* song.

3. Capacity building inputs to new and existing FP champions provided

3.1. FP CHAMPION’S TOOL KITS AND “GAINING GROUND” NEWSLETTER PRODUCED

The FP Champion’s Tool Kit is in the final phase of editing and the initial design and layout is currently being worked on. Upon advice of USAID, internal circulation of the *Gaining Ground* newsletter was sent via email.

3.2. USAPANG FP (FP FORUM) CONDUCTED

Twenty five (25) FP champions from the National Capital Region attended the first of a series of FP Champions’ *Kapihan* set at Annabel’s Restaurant last March 11, 2005.

Rep. Gilbert Remulla of the Second District of Cavite was on hand to provide updates on current policy initiatives in Congress. Angelo Palmones of DZMM, a national media FP champion, reiterated the need for “stories” that they in the media can feature. Other media personalities present were Ces Oreña-Drilon of ABS-CBN and Domini Torrevilas of the Philippine Star. Bishop Fred Magbanua of the Interfaith Partnership for the Promotion of FP/RH was also present along with Ka Dedeng Nicolas of KATINIG, Ariel Lim of NACTODAP, among others. Gladys Malayang of the Philippine Sustainable Development Network (PSDN) hosted the activity.

Some of the key agreements during the *Kapihan* are to hold bi-monthly meetings, considering FP is an issue in the present public consciousness. Rotary NME President, Dr. Wilson Pamintuan, agreed to host the next meeting sometime May 2005, also at Annabel’s. They agreed further to organize a formal group within a national network or alliance of FP

champions; conduct a signature gathering campaign to show support for FP initiatives in Congress; to act as catalysts for sharing of initiatives on FP promotion; link target groups with service delivery groups; build a comprehensive directory of FP service providers, expert resource, champions/speakers, etc., that could be used by FP champions in their advocacy; and build capacities through training on media handling, message development, and communication planning.

3.3. LOCAL OBSERVATION STUDY TOUR (OST) PLAN DEVELOPED

The concept paper for the local observation study tour had been developed and approved. Ten FP champions from Luzon and National Capital Region and ten from Visayas and Mindanao will be invited to gain lessons and insights on how social mobilization activities are implemented in various environments. The local OST is slated to occur on the third or fourth week of April 2005.

3.4. INTERNATIONAL OST PLANNED

An international observational study tour (OST) to Mexico has been planned to take place in April. Participants are composed of TSAP-FP's national-level champions from the professional groups, media, interfaith, and selected legislators who are considered influentials in their respective fields. An Assistant Secretary from the Department of Health (DOH) will also be included since the DOH sets the national policies and standards in family planning service delivery. The participants' composition is so designed as to position key supporters in mainstream media, policy-making bodies, and influential organizations. It is expected that exposure to the proposed OST will galvanize the commitments of the participants in advocating for family planning within their own spheres.

4. Training of trainers on the fatwa on FP conducted

A total of 83 Muslim religious leaders (MRLs) were trained as trainers to disseminate the national *fatwa* on FP. Starting first week of February, TSAP-FP embarked on a training of trainers for the local dissemination of the Fatwa on FP. These were in Davao City, Isabela City (for Basilan), and Bongao, Tawi-Tawi. Before the end of 2004, the same trainings were conducted in Cotabato City for Maguindanao, and Marawi City for Lanao Sur. The training for Sulu province had to be postponed to April or May upon the request of the Muslim religious leaders (MRLs) who felt that the peace and order condition in Sulu was not yet conducive for the conduct of the activity.

The trainings were conducted and attended by Muslim religious leaders (MRLs) in the three areas. The regional core group in Cotabato City were the resource persons (Ustadz Esmael Ebrahim, Dr. Tato Usman, Ustadz Ahmad Mala, Dra. Maleja Daud, and Ustadza Mariam Daud), and were assisted by the provincial core group members. Each province already has a selected group of senior trainers which included the Mufti. The training design and module developed for Maguindanao by the SOFDEPI was used in all the trainings. Included in the training design of all the TOTs was a workshop on their plans after the training. All five areas came up with their plans to disseminate the Fatwa on FP.

The Davao City activity was held on February 8-9, 2005. It was attended by 30 male and female MRLs. The Davao Tanzim-Al-Usrah association under the leadership of Ustadz Omar Abdullah co-sponsored the activity. Mufti Mohammad Y. Pasigan helped out as resource person, together with the four MRLs from the core group in Cotabato City.

The training for Tawi-Tawi MRLs was held in Bongao, Tawi-Tawi last February 22-23, 2005. This was conducted in coordination with the Majlisul A'la, an organization of religious leaders in Tawi-Tawi headed by Ustadz Ahmad Alih Bud. Three resource persons represented TSAP and the provincial core trainers helped out in the other topics. In Tawi-Tawi, these were Us. Alih Bud, Us. Abdulgani Alawi, and Us. Abdulfadil Tiam Ang (the former Mufti). The present Mufti was out of town. There were 29 MRLs who attended the activity.

The Basilan training was held at the DSWD Training Center in Isabela City last March 1-2, 2005. The training was co-sponsored by the Muaddil Amanah Association headed by Ustadz Shervin Kasim. Together with Mufti Abdullah Hamja Uttoh, Us. Kasim acted as resource person and helped out the five resource persons who arrived from Cotabato City for the training. There were 24 MRLs from the different municipalities of Basilan who attended the training.

5. Community-level dissemination of *fatwa* on FP in ARMM areas intensified (ARMM grantees)

5.1. SOCIETY FOR FAMILY DEVELOPMENT AND EDUCATION OF THE PHILIPPINES (SOFDEPI)

SOFDEPI is the NGO arm of the *Darul Ifta* of Central Mindanao. They have been active in the formulation of the *fatwa* on FP and its dissemination. The president of the NGO is Ustadz Ahmad Mala while the vice president is Ustadza Mariam Daud. They are responsible for the development of the training design and module being used during the Fatwa dissemination activities.

The first set of activities of SOFDEPI was the dissemination of the *fatwa* on FP in the municipalities of Cotabato City and Maguindanao. In some of the activities, the resource persons (the same group giving the provincial trainings) were accompanied by Mufti Omar Mohammad. The group gave a *fatwa* orientation in the following areas: Layug, Pagalungan and two barangays of Cotabato City. In Pagalungan of Cotabato City, where an MILF circular issued in 2004 warned Muslims against family planning programs of the government, many of the invited barangay chairpersons did not attend. Only two were “brave” enough to send their *imams* whose group fortunately came 40 in number. The *imams* commented that they did not see anything wrong with the *fatwa*, and promised to tell other barangays about it. SOFDEPI was able to reach more than 150 Muslim religious leaders during these orientations.

Recently, the NGO gave orientations to students of two *madaris* of Cotabato City – Mahad Kotawato and Rasheeda High School. The beneficiaries were third and fourth year students of the *madaris*, so the approach used was adolescents and the Islamic way of life. There were 200 students reached in these two *madaris*.

5.2. PANGINAM O MASA INCORPORATED-MUSLIM CHRISTIAN AGENCY FOR RURAL DEVELOPMENT (POM-MUCARD)

On March 20, **POM-MUCARD** conducted a training for the fourth batch of MRLs coming from the 5 barangays of Balindong in Lanao del Sur. A nurse and four midwives from the municipality of Balindong attended the training. These midwives have the potential to be involved in the community chat groups. Fourteen barangay health workers in the 14 barangays of Balindong also participated in POM-MUCARD's activities.

To date, a total of 120 MRLs in this province have already been reached by its community-level dissemination of *fatwa* on FP. The training for the last batch of 30 MRLs is set on April 3. Resource persons to these trainings are Us. Aradhani Patamama and Alim Kamil Mambatawan.

5.3. TARBILANG FOUNDATION

Tarbilang Foundation already started the translation of FP IEC materials into Tausog and Tagalog dialects. Details of its planned training on the dissemination of the *fatwa* on FP are still being threshed out in collaboration with the trained MRLs.

D. HEALTH PROVIDER COMPONENT

1. Curricular review for midwifery, nursing and medicine completed

A review and analysis of the undergraduate curriculum and PRC policies for midwifery, nursing and medicine was completed. Findings show that the PRC only require the students or would-be midwives upon graduation to provide counseling or motivate “only” married couples to practice family planning. The midwives can only provide FP services upon acquiring a post graduate certification issued by the PRC and or the Department of Health. The nurses, on the other hand are not specifically required by PRC to provide FP services. They can only dispense family planning commodities upon a doctor's order or can assist a medical doctor during vasectomy or bilateral tubal ligation. The medical doctors are the ones who graduate with the necessary knowledge and skills to provide family planning services.

To integrate family planning into the undergraduate curriculum therefore, TSAP-FP is limited to strengthening the basic knowledge of all health providers on family planning and further hone the motivation and counseling skills of the midwives. Correspondingly, a competency table is being developed to reflect the specific knowledge and skills a health provider needs to strengthen family planning in the undergraduate curriculum. These competency tables will be presented to the PRC Boards for consideration and adoption.

Annex 12 contains a full report on the results of the review.

2. A total of 332 Health Providers trained on Evidence Based Counseling and provided copies of the CAT Kits

Of the 250 health providers targeted for the quarter, 332 health providers in NCR, Leyte and Samar and ARMM were trained on EBC and provided CAT Kits. The increase in the number of health providers trained compared to the target for the period was attributed to prioritizing the training of health providers from Samar- Leyte. Health providers in Samar-Leyte requested that they be trained ahead of schedule since they needed evidence-based information on FP methods to respond to misconceptions being promoted in the area by those opposed to the modern methods like the pill, IUD and condom. COFPRHA 8, the multi-sectoral network in Samar-Leyte, also requested for a training for barangay health workers. In response to this, an additional 110 BHWs in the area were oriented on the critically appraised topics and underwent a refresher course on the various family planning methods.

Of the 332 health personnel trained 121 were from NCR, 114 from Leyte and Samar, and 97 from Maguindano and Lanao Sur in ARMM.

3. NCR-DOLE's cascading FP trainings for health providers in industries lined up

During this quarter, the Department of Labor and Employment (DOLE), National Capital Region's office announced it will hold family seminars in 23 major companies in Metro Manila. These seminars are dubbed by DOLE as "capacity building seminars". This initiative was a result of the workshop sponsored by TSAP-FP in 2004 which convened DOLE and DOH Regional Directors to assess FP program implementation in industry-based companies. TSAP-FP also provided technical assistance to DOLE in training industry based health providers and HR managers (who are doctors and nurses) within NCR on evidence-based counseling and provision of FP information on March 2 to 5, 2005 in Tagaytay City. Out of their own initiatives and commitment to the program, participants from 20 private companies charted their respective action plans to promote family welfare which includes family planning.

4. Nine new Critically Appraised Topics (CATs) on specific FP methods finalized

Nine new CATs were developed by the Philippine Evidence-Based Reproductive Medicine Network (PEBRMNet). This number brings to 21 new CATs developed after the printing of first batch of topics. The new CATs answer the following clinical questions:

1. Do OCPs cause cervical cancer?
2. Can long-term OCP use cause ovarian cancer among women with endometriosis?
3. Can OCP use cause genital tract cancer among women with endometriosis?
4. What are the effects of hormonal IUDs?
5. Will it be beneficial to use prophylactic antibiotics before inserting an IUD?
6. Is it safe to insert an IUD after abortion?
7. What is the risk of testicular cancer among vasectomized men?

8. Are morbidity and failure rates increased among patients undergoing tubal ligation when done under sedation only compared to those performed under spinal anesthesia?
9. What is the risk of gynecological cancers after tubal ligation?

The above-mentioned CATs are in *Annex 13*.

5. Twelve CATs ready for USAID approval

Twelve CATs finalized in the last quarter are now being formatted for USAID approval. These 12 CATs will be printed and mailed for inclusion in the CATs Kits distributed earlier among the EBC trained health providers. This brings to a total of 36 CATs approved and finalized since the start of production by the PEBRMNet in 2003.

6. Two issues of the Evidence Newsletter for USAID approval prepared

Two issues of the Evidence Newsletters (*Annex 14*) have been finalized for USAID approval. The first issue reached the USAID office in January but revisions were made to accommodate USAID comments for the creation of an Editorial Board composed of representation from DOH or POPCOM. While the newsletter is an initiative of the PEBRMNET, TSAP-FP facilitated serving the invitation to the following people to be part of the Editorial Board: PGH Deputy Director for Hospital Operations Dr. Mario Festin as Chair; DOH Undersecretary Ethylene Nieto, POGS Vice President Susan Pelea-Nagtalon, POGS Board of Trustees member Alejandro San Pedro, and UP-PGH Consultant Blanca C. de Guia as members. TSAP needed to get the proposed members' concurrence before the lay-out artist could finalize the materials. By end – March, the members gave their concurrence to be part of the Board.

7. Research agency selected to conduct post-EBC training assessment

A selection process was initiated for the research agency to conduct the post-EBC training assessment. Three proposals were received which were reviewed by an internal TSAP-FP evaluation committee. One proposal was selected based on its recommended methodology. A quantitative sample survey approach among EBC-trained health providers and their patients was proposed such that the effectiveness of the EBC training can be measured both from the perspective of health providers trained and from the patients who are ultimately the intended beneficiaries of the training.

The survey is expected to run for approximately two months and a topline report will be submitted by end of the second quarter. The study will look into the effectiveness of the EBC training results which are expected to influence revision and improvement of the training manual content.

8. Research agency selected to conduct post KABP survey

A research agency has been selected and approved to conduct the post KABP survey. To ensure adequate intervention and coverage of the target health providers, it was agreed that the Health Provider Component will complete the EBC training in NCR before the survey is launched which will occur during the option year.

9. Reprinting of additional CAT Kits in progress

The planned printing of additional 1,500 CAT Kits has been delayed. The project had difficulty securing the original templates from the original designer-contractor. Apparently the designer lost them and the currently approved printer has been forced to redesign the CATs again. The new CAT design will go through another USAID approval process before printing can start.

10. Department of Health Administrative Order forming the Technical Working Group (TWG) to revise FP Clinical Standards Manual issued and TWG meetings conducted

The Department Order (*Annex 15*) creating the TWG to revise the 1998 DOH Family Planning Clinical Standards Manual was issued by the Secretary of Health on January 14, 2005. The TWG is headed by DOH Undersecretary Ethylene Nieto. Members come from the DOH, government hospitals, the academe and other USAID contracting agencies.

During this quarter, two TWG meetings were conducted. The first, held on February 18, 2005 and chaired by Undersecretary Ethelyn Nieto, oriented the members on the results of the assessment of the utilization and functionality of the manual and the need to revise it. The second, held on March 1, 2005, was a consensus building meeting on the content of the manual and formation of specific task groups. During this meeting, a schedule was developed to systematize the revision and editing of sections of the manual. The TWG agreed to complete the revision of the manual by August 2005. By this time, the draft report should be ready for presentation to the DOH.

III. IMPLEMENTATION ISSUES AND ACTIONS TAKEN

1) Lack of an efficient FP referral system

During the last quarter, as TSAP-FP partners implemented their small grant projects and intensified their FP promotion activities, the need to establish a system of referral for family planning services became evident. While information on FP service providers were incorporated in TSAP-FP forums, and an inventory of existing public and private FP service providers and linkages built with known FP service organizations were made in certain areas, these were not enough to set in motion effective FP service provision to potential clients. In some cases, the referral agencies were not able to meet the demand for FP due to scheduling problems or lack of ability of the clients to pay for services (in the case of private clinics). In the succeeding quarter, the project will exert effort to systematize the referral of motivated FP acceptors to service delivery organizations within their areas.

2) Need for local media support

At the national level, there has been a significant increase in coverage of FP issues in print and broadcast media. However, coverage of FP issues is still limited in the regions covered by TSAP-FP. Local media practitioners need to be further oriented on FP issues and evidence-based FP. The project needs to come up with interesting stories on FP which will make media write or broadcast the issue. In the option year, efforts will be made to replicate the success achieved in media relations at the national level to key regional media areas like Cebu and Davao.

3) Continuing work with Labor Unions and Industry-based Health Providers/Health Associations

The launch of the PRISM project has brought to the fore the issue of TSAP-FP continuing its collaboration with labor unions, as well as with industry-based health providers and health professional associations. The project has been able to mobilize the Federation of Free Workers, Philippine Obstetrical and Gynecological Society and some industry-based health providers to publicly support FP and improve FP service provision. Discussions are planned with PRISM to ensure that activities targeting these groups are coordinated towards achieving the overall goal of social acceptance of FP.

4) Delays Encountered in Launching Billboard and Hotline Advertising

As earlier mentioned, delays were encountered in launching the billboard and hotline advertising campaigns. The billboard campaign was delayed due to the non-approval of the endorsement of FP by the mother broadcast network of the proposed endorsers. In the Philippines, celebrity endorsers have proven very effective in gaining visibility and increasing awareness of a product or idea. Having a celebrity endorser for FP would give the program a much needed boost. However, during these times when FP has become a controversial issue because of the opposition to the DOH Ligtas Buntis Campaign and the proposed bill on population management and responsible parenthood, it has become very difficult to get

celebrity endorsers. The project is currently revising its creative strategy and focusing on working on themes which were proven successful in the previous TV ad campaign.

The need for DOH to endorse the FP Hotline advertising has contributed to the delay in launching of the FP Hotline. DOH endorsement is necessary since the hotline is sponsored by DOH. The project will exert every effort to get the DOH endorsement of the hotline ads in the next quarter.

IV. ACTIVITIES FOR NEXT REPORTING PERIOD

A. PROJECT MANAGEMENT

1. Finalization of Q2 Benchmarks
2. Finalization of Option Year Workplan based on USAID comments
3. Submission of Option Year Workplan to USAID

B. BEHAVIOR CHANGE COMMUNICATION COMPONENT

1. Quick Response Workshop in Bicol
2. Workshop on FP Reporting in Tacloban City
3. Media tour of Cebu FP Partners
4. NDHS Media Dissemination in Cebu and Zamboanga
5. *Fatwa* radio campaign in Tawi-Tawi, Sulu and Zamboanga
6. Radio spot production and pretesting (Maranao and Maguindanao versions)

C. OUTREACH COMPONENT

1. FP Promotion and Motivation Trainings for BiRHA and Urban Poor Leaders in Bicol
2. *Usapang FP Serye* in NCR
3. NDCP Policy Conference on FP
4. Local OST for TSAP-FP Champions
5. Rotary Club's District Conference
6. Regional Champions *kapihan* in Cebu, Davao and Tacloban
7. NACTODAP Father's Day Activities
8. Interfaith Meeting/Planning
9. Polling of Influentials
10. Project Assessments in all areas (phase in/out period)

D. HEALTH PROVIDER COMPONENT

1. EBC trainings for Negros Oriental
2. EBC Training for Bicol
3. EBC Training for ARMM
4. EBC Training for NCR
5. TWG Meetings for the revision of the Green Book
6. Meetings of the POGS on the CPG

V. TECHNICAL ASSISTANCE

Name of Staff	Date of Travel	Tasks Completed
DR. APARAJITA GOGOI, Senior Advisor for Communication and Advocacy (CEDPA/India)	May 3 – 11, 2004	<ul style="list-style-type: none"> ➤ Conducted an informal situation analysis of Outreach Component with the Outreach team to determine needs and where technical support can be provided. Dr. Gogoi met with the team and influentials to discuss their mobilization and FP promotion plans and how these will be implemented. ➤ Based on the analysis, Dr. Gogoi supported the team in planning and preparing recommendations or “to do” steps for the champion partners to adopt and follow in their communities and organizations. ➤ Introduced for the champions and the Outreach team CEDPA/India’s “What To Do and How To Do It Guidelines” on social mobilization and advocacy. ➤ Came up with recommendations on how to measure outcomes of social mobilization ➤ Participated in work planning for the option year and recommend strategic directions for Outreach particularly on mobilizing men for FP
DEE BENNETT, Sr. Technical Advisor (AED)	March 3-17, 2005	<ul style="list-style-type: none"> ➤ Participated in the option year planning meeting from March 7-9 ➤ Worked with TSAP staff to finalize the option year workplan and budget ➤ Met with LEAD and PRISM to discuss collaboration ➤ Met with pharmaceutical companies to discuss possible funding of TSAP hotline, and other areas of collaboration ➤ Reviewed status of BCC activities and discussed plans for the Phase 2 ad campaign
TENNYSON LEVY, Vice President, Futures Group	March 6 – 13, 2005	<ul style="list-style-type: none"> ➤ Reviewed and analyzed Post Knowledge, Attitudes and Practice Survey results to identify key findings for integration into Phase 2 Advertising. ➤ Provided technical backstop to the Outreach and Health Provider components during the TSAP planning workshop for the option year. ➤ Discussed with the TSAP M & E Specialist on the planned assessment of the EBC training for health providers to determine the training’s relevance, usefulness, and appropriateness. ➤ Discussed areas of collaboration with the PRISM project on wider utilization of the CATs information by private pharmaceuticals and drug/contraceptive companies. ➤ Discussed results of mid-term evaluation with staff of the two components in order to prioritize activities for the remaining months of the project. ➤ Discussed some administrative concerns among Futures Group salaried project staff.
ELIZABETH THOMAS, Home Office Coordinator, AED	March 2 – 16, 2005	<ul style="list-style-type: none"> ➤ Worked with the Remedios Foundation to develop and co-facilitate a 2-day refresher training for the family hotline counselors ➤ Participated in the option year planning meeting from March 7-9 ➤ Worked with TSAP staff to finalize the option year workplan

		and budget ➤ Updated staff on arrangements for the Mexico OST ➤ Resolved other TSAP management issues
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VI. FINANCIAL INFORMATION

Academy for Educational Development

Project Title: Strengthening Social Acceptance of Family Planning - Philippines

Contract Number: 492-C-00-02-00019-00

Period of Performance: August 15, 2002 through August 14, 2005

Quarterly Report for the Period: 12/30/04-3/31/05

	Total Estimated	Actual Invoiced	Total Expenditures for period 12/30/04 to	Cumulative Expenditures to Date	Balance in Contract Budget by CLIN
	Estimated Costs by CLIN	Through 12/29/2004 by CLIN	3/31/05 by CLIN		
Contract Budget					
0001 Research & Evaluation	1,439,223.00	720,491.09	105,663.27	826,154.36	613,068.64
0002 Communication & Advocacy	3,864,075.00	2,709,360.58	578,542.94	3,287,903.52	576,171.48
0003 Technical Assistance	1,545,210.00	1,248,884.59	201,969.92	1,450,854.51	94,355.49
0004 Training	<u>2,012,279.00</u>	<u>1,473,399.27</u>	<u>305,972.41</u>	<u>1,779,371.68</u>	<u>232,907.32</u>
Total	8,860,787.00	6,152,135.53	1,192,148.54	7,344,284.07	1,516,502.93